

Statement of Dr. M.L. Levin representing the American
Public Health Association House of Representatives Hearing,
1965.

ADVERTISING—1965

THE ASSOCIATION ON H.R. 4244,
S. 4007

Department of epidemiology,
Memorial Institute)

I am here to testify on behalf
regarding H.R. 4244, H.R. 3014,

degree of doctor of public
and started a study of the relation
assistant director, and subsequently
the New York State Department
of health in the
1960 I have been chief of the
Memorial Institute, which is the
New York State Department of
State author, 11 papers on the rela-
tion of experience and publications
in the

a national organization comprised
with public health and the preven-
tion of cigarette smoking have long
existed. The association is com-
posed of persons who are charged by law
to advise the public
regarding such methods.

ation, an affiliate of the Ameri-
can Public Health Association, has
passed a resolution calling attention to
cancer and urging that the youth
not smoke. In 1959, the governing
body adopted a similar resolution,
for present schoolchildren would
not smoke. The resolution
called attention to the increased
incidence of disease and chronic respiratory
disease. The resolution also urged
that educational activi-
ties be directed toward the preven-
tion of cigarette smoking in the
youth. The resolution also urged
that the advertising of
cigarettes be regulated, app. A and B.)

professional health organizations,
state health agencies, and research
agencies have reviewed the evidence
on this subject. This evidence includes data
on cigarette smoking, animal experiments on the
effects of tobacco tar and of
cigarette smoke on lung tissue, studies of per-
sons of well persons to determine
smoking habits and other character-
istics. In the mortality and incidence of
disease by these health agencies have
been a health hazard.

of gauging its magnitude is by
cigarette smokers; i.e., the deaths
experience of nonsmokers.
In the taking into account the age
of smokers and nonsmokers, and
1962. Over 200,000 deaths, about
among cigarette smokers. Of the
cigarette smokers, over 23 percent were
dead from cancer, chronic bronchitis,
emphysema—131,000—of the
deaths are the diseases designated by
as casually related or which should
be avoided by smoking. Allowing for approxi-

CIGARETTE LABELING AND ADVERTISING—1965

385

imately 20 percent over estimate due to nonresponse bias leaves a minimum esti-
mate of over 100,000 deaths each year among males from diseases casually
related to cigarette smoking. It is clear that the excess mortality among
cigarette smokers today is one of our greatest health problems and, fortunately,
one for which a great deal can be done in the future—if the proper public
action is taken.

The most important practical aspect of the health hazard of cigarette smoking
is in its preventive possibilities. Numerous studies have shown that persons
who stop smoking cigarettes experience, within 5 years, a reduction of over 50
percent in the risk of developing lung cancer. Recent studies reported by Doyle
and his associates (Journal of the American Medical Association, Dec. 4, 1964)
show that whereas moderate to heavy cigarette smokers observed over an 8- to
10-year period experience three times as many attacks of coronary artery
disease, persons who had stopped smoking had no greater incidence of heart
attacks than did nonsmokers.

At present there is little that can be offered medically to counteract the effect of
cigarette smoking other than prevention, by stopping smoking, smoking less, or
by reducing the amount of tar intake. To achieve this requires widespread public
education in order to provide individuals with sufficient motivation to change
their smoking habits or not to acquire them. Enactment of the proposed legisla-
tion now under consideration would tend to provide such motivation.

Reasons for adopting health warning and tar and nicotine labeling

1. Animal studies conducted at the Roswell Park Memorial Institute by Dr.
Fred Bock and others have shown that the cancer producing effect on animals is
directly proportional to the amount of tar contained in each brand of cigarette.
A reduction of 30 to 60 percent in tar content resulted in an equivalent reduction
in the percentage of animals (mice) which developed skin cancer as a result of
application. We do not, however, have direct evidence of any differential effect
on humans.

2. The proposed labeling would remind the consumer of the health hazards of
smoking, in relation to tar intake, and encourage the use of cigarettes with lower
tar content.

3. The proposed legislation would indicate to the general public the extent of
governmental concern over the health hazards of cigarette smoking. In Buffalo,
N.Y., we have been conducting smoking clinics for almost 2 years to help smokers
who want to stop smoking and educational activities among schoolchildren. One
of the most frequently asked questions has been: Since smoking is a serious health
hazard, why doesn't the Federal Government do something about it? Enactment
of the proposed legislation would provide at least a partial answer to that
pertinent question.

4. The cost of a broad-scale public educational program regarding smoking on
a scale comparable to the expenditures for cigarette advertising would be great;
the type of labeling proposed in these bills would be an effective, less costly,
although partial substitute for such an educational program.

It is our view that enactment of the proposed legislation would constitute a
moderate, even minimal, but nonetheless effective response of the Congress in
attempting to counter the continued drain on our human resources resulting from
the widespread use of cigarettes by our population. The American Public Health
Association accordingly urges favorable consideration of the proposed legislation
which will require labeling cigarette packages with a warning as to the potential
injury to health, the tar and nicotine content, and which will regulate advertising
which portrays cigarette smoking as a wholesome or safe activity.

APPENDIX A

LUNG CANCER AND CIGARETTE SMOKING

Whereas lung cancer is a rapidly increasing fatal disease which now kills
more than 25,000 people in the United States each year and if present trends
continue will claim the lives of more than 1 million present schoolchildren in
this country before they reach the age of 70 years; and

Whereas scientific evidence has established that excessive cigarette smoking
is a major factor in the disease; and

Whereas public health officials of the United States and many other countries
have pointed out the relationship between cigarette smoking and lung cancer:
Therefore be it

1005072651